

Message Text

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43

ORIGIN AGR-10

INFO OCT-01 NEA-10 ISO-00 EB-07 COME-00 PA-02 PRS-01

USIA-15 CIAE-00 INR-07 NSAE-00 /053 R

DRAFTED BY:ETSD:DSHEPPARD

APPROVED BY:EB/CSB/OCA/CM:L. KLIEFORTH

ETSD:NKALIEMEYN - AGRIC

ETSD/AGRIC - WDOBBINS

FMD/AGRIC-JFOLTZ

AO/AGRIC-TFREEMAN

ER BIVIS

SPECIAL CHARGE:FAS/USDA

----- 070214

R 210702Z FEB 76

FM SECSTATE WASHDC

TO AMEMBASSY KUWAIT

AMEMBASSY JIDDA

AMEMBASSY MANAMA

AMEMBASSY DOHA

AMEMBASSY ABU DHABI

AMEMBASSY MUSCAT

AMEMBASSY CAIRO

AMEMBASSY TEHRAN

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

USINT BAGHDAD

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TEHRAN AND DAMASCUS PASS AGRICULTURAL ATTACHE

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: U.S. FOOD EXHIBIT IN KUWAIT, APRIL 12-15, 1976

REF: STATE 002663

1. PER REFERENCED MESSAGE, FAS/USDA WILL STAGE SOLO U.S. FOOD

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EXHIBIT AT KUWAIT HILTON APRIL 12-15, 1976. INDICATIONS ARE AT

LEAST 25 U.S. FIRMS WILL EXHIBIT PRODUCTS WITH MANY FIRMS NEW TO MARKET AND THEREFORE SEEKING REPRESENTATION IN MIDDLE EAST. WE ANTICIPATE A GOOD NUMBER OF FOOD TRADESMEN OUTSIDE OF KUWAIT WILL HAVE INTEREST IN ATTENDING THIS ACTIVITY AND ARE THUS REQUESTING YOUR FULLEST COOPERATION IN PUBLICIZING THE ACTIVITY.

2. FAS/W PUBLICIZING THE ACTIVITY TO THOSE FIRMS IN KUWAIT, SAUDI ARABIA, JIDDA AND DHAHRAN, BAHRAIN, QATAR, UNITED ARAB EMIRATES, AND OMAN THAT ARE ON THE USDA TRADE OPPORTUNITY REFERRAL SYSTEM LISTING (TORS). THE FIRST MAILING, AN ANNOUNCEMENT AND GENERAL EXPLANATION OF THE EXHIBIT, WILL BE MADE WITHIN THE NEXT WEEK. THE SECOND MAILING, AN INVITATION TO THE EXHIBIT, WILL BE MADE IN MID-MARCH.

3. WE REALIZE THE TORS LISTING IS SOMEWHAT DATED AND ARE THEREFORE ASKING YOU TO SUPPLEMENT THE FAS/W MAILING WITH ONE OF YOUR OWN. FAS/W WILL SUPPLY A NOMINAL QUANTITY OF THE EXHIBIT INVITATIONS TO ADDRESSEE POSTS FOR MAILING TO PRINCIPAL FOOD BUYERS, TRADERS, AND GOVERNMENT FOOD BUYING AGENCIES IN YOUR COUNTRY. SOME DUPLICATION WILL RESULT FROM THIS PROCEDURE, BUT OUR MAIN OBJECTIVE IS ADVISING THE FOOD TRADE ON THE EXHIBIT.

4. FAS/W WILL MAIL COPY OF EXHIBIT ANNOUNCEMENT TO PAO'S ADDRESSEE POSTS AND WOULD APPRECIATE HAVING ANNOUNCEMENT PLACED IN LOCAL PRESS AND MADE AVAILABLE OTHER MEDIA DEEMED APPROPRIATE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE041836
Document Source: CORE
Document Unique ID: 00
Drafter: ETSD:DSHEPPARD
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760065-0905
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760227/aaaaaxcl.tel
Line Count: 89
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN AGR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 2663
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUL 2004 by schwenja>; APPROVED <24 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. FOOD EXHIBIT IN KUWAIT, APRIL 12-15, 1976
TAGS: BEXP
To: KUWAIT MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006